

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICERECEIVED
CENTRAL FAX CENTER
FEB 12 2010Attorney Docket No.: **Google-115 (GP-089-03-US)**Appl. No.: **10/676,195**Confirmation No.: **7103**Applicants: **Andrew FIKES, et al.**Filed: **September 30, 2003**Title: **SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING WEB-BASED ADVERTISEMENTS**TC/A.U.: **1796**Examiner: **Tri V. Nguyen**Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450AMENDMENT

Sir:

In response to the Office Action mailed on November 12, 2009 (Paper No. 20091105), which set a period for response to expire on February 12, 2010, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.